

Message Text

LIMITED OFFICIAL USE

PAGE 01 CANBER 04785 01 OF 02 190853Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 ICA-11 /032 W
-----123865 190905Z /12

R 190623Z JUN 78
FM AMEMBASSY CANBERRA
TO SECSTATE WASHDC 3582
INFO USDOC WASHDC
RUEHBAZXAMCONSUL AUCKLAND 147
AMCONSUL SYDNEY
AMEMBASSY WELLINGTON

LIMITED OFFICIAL USE SECTION 1 OF 2 CANBERRA 4785

SYDNEY ALSO FOR IMC

E.O. 11652: N/A
TAGS: ETRD, BEXP, OVIP (MORAN, W. DEAN), AS
SUBJECT: VISIT OF DEPUTY ASSISTANT SECRETARY (DAS) OF
COMMERCE W. DEAN MORAN

REF: (A) CANBERRA 02625 (NOTAL) (B) USDOC 9150,C
(C) CANBERRA 3768 (NOTAL), (D) USDOC 9475,
(E) CANBERRA 4339 (NOTAL), (F) USDOC 10745 (NOTAL),
(G) CANBERRA 4109 (NOTAL), SYDNEY 1205 (NOTAL)

BEGIN UNCLASSIFIED

1. SUMMARY: DAS VISITED SYDNEY JUNE 11-13 TO OPEN THE NEW
UNITED STATES MARKETING CENTER (IMC); IN COURSE OF SYDNEY
VISIT, MET WITH KEY LOCAL AND STATE GOVERNMENT OFFICIALS,
LOCAL AND AMERICAN BUSINESSMEN INTERESTED IN THIS NEW
AMERICAN INITIATIVE IN ITS EXPORT EXPANSION PROGRAMS
(AUSTRALIAN AND REGIONAL) AND HAD OPPORTUNITY TO VIEW NEW AND
EXPANDED PREMISES WITHIN SYDNEY CONSULATE GENERAL FOR E/C
PROGRAMS AND PARTICULARLY THOSE RELATING TO CCP PROGRAM. DAS
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 CANBER 04785 01 OF 02 190853Z

VISITED CANBERRA JUNE 13-14 WHERE HE HAD OPPORTUNITY TO MEET
WITH GOA OFFICIALS; KEY AUSTRALIAN PRIVATE SECTOR REPRESENTATIVES;
TO BRIEF THE COUNTRY TEAM ON STATUS OF INTER-AGENCY
TASK FORCE TO DEVELOP NATIONAL EXPORT POLICY; AND TO MEET THE
PRESS. VISIT WAS USEFUL, TIMELY, PRODUCTIVE AND HELPFUL,
PARTICULARLY AT THIS TIME WHEN GOA SO CONCERNED ABOUT
GENUINE COMMITMENT OF USG TO CORRECTING WHAT IT PERCIEVES TO

BE THE U.S. ECONOMIC ILLS, IN PART, THROUGH EXPORT EXPANSION.
END SUMMARY.

2. SYDNEY PORTION OF VISIT: THE IMC. THE FOCUS OF THE DAS VISIT IN SYDNEY WAS, OF COURSE, THE NEW IMC. HE WAS THE PRINCIPAL SPEAKER IN THE OPENING CEREMONIES AND HIS STRONG EMPHASIS IN HIS REMARKS ON THE "NEW BUSINESS CREATING EFFECTS" OF THE IMC WAS WELL RECEIVED BY THE VIP AUDIENCE AND BY THE PRESS. THE OPENING CEREMONIES WERE GIVEN EXCELLENT PRESS COVERAGE AND INCLUDED THE DAS, THE CHARGE OF THE EMBASSY, THE CONSUL GENERAL, THE DEPUTY LEADER OF THE STATE GOVERNMENT, AND THE MAYOR. THE TOUR OF THE EXHIBITION - WHOSE THEME WAS "THE OFFICE OF TOMORROW" PROVIDED THE DAS AND THE OFFICIAL PARTY AN OPPORTUNITY TO MEET THE REPRESENTATIVES OF THE FIFTY (50) AMERICAN FIRMS EXHIBITING THE LATEST IN AMERICAN EQUIPMENT, SYSTEMS AND TECHNOLOGY. THE IMC WILL PROVIDE DETAILS OF THIS ASPECT OF THE OFFICIAL OPENING CEREMONIES AND PROGRAM (INCLUDING PRESS COVERAGE AND PHOTOGRAPHS) IN ITS END-OF-SHOW REPORT.

3. SYDNEY PORTION OF VISIT ALSO AFFORDED OPPORTUNITY FOR DAS TO OBSERVE THE STRONG DEPARTMENT OF STATE COMMITMENT TO E/C PROGRAMS, AND PARTICULARLY THE SUPPORT OF THE CCP CONCEPT, BY TOURING THE NEW SYDNEY PREMISES OF THE CONSULATE GENERAL AND TO MEET THE O'S AND FSL'S SUPPORTING THE CCP AND THOSE PROGRAM ACTIONS FOCUSED ON THE IMC; TO MEET WITH KEY LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 03 CANBER 04785 01 OF 02 190853Z

BUSINESSMEN CONCERNED WITH THE USDOC SUPPORT OF THE NEW IMC AND PARTICULARLY WITH THOSE COMPRISING THE AUSTRALIA-AMCHAM'S BUSINESS LIAISON COMMITTEE (BLC) WHO MET WITH THE AMBASSADOR AND THE COUNTRY TEAM IN CANBERRA IN MAY (SEE CANBERRA 4109, REFTEL G). THESE KEY BLC MEMBERS WERE INCLUDED IN THE IMC OPENING CEREMONIES AND IN A DINNER GIVEN BY THE CONSUL GENERAL ON JUNE 13. AMONG OTHER COMMENTS BY THE BLC MEMBERS, WERE THOSE RELATING TO THE TREMENDOUS ENCOURAGEMENT TO THE BLC IN PARTICULAR AND THE AMCHAM IN GENERAL OF THE USG'S DECISION TO INAUGURATE THE IMPORTANT NEW AMERICAN TRADE AND BUSINESS PRESENCE IN AUSTRALIA AND THE REGION IN THE FORM OF THE IMC CONCEPT.

4. CANBERRA PORTION OF VISIT: THE DAS KICKED-OFF HIS CANBERRA VISIT WITH A BRIEFING OF THE COUNTRY TEAM (INCLUDING THE OFFICERS OF THE DAO - AS WELL AS FOREIGN MILITARY SALES; IRS; LABAT; AGAT) ON THE INTER-AGENCY TASK FORCE TO DEVELOP A NATIONAL EXPORT POLICY. GIVEN THE AUSTRALIAN PRESS' PENCHANT FOR "BAD-MOUTHING AND POOR-MOUTHING" THE STATE OF THE U.S. ECONOMY, THIS PORTION OF THE DAS VISIT TO ANBERRA PROVED PARTICULARLY USEFUL FOR HE FOCUSED HIS ATTENTION ON THE POSITIVE ASPECTS OF ECONOMIC

DEVELOPMENTS AT HOME (JOBS CREATED IN THE PRIVATE SECTOR;
PRODUCTIVITY GAINS; POSITIVE MOVEMENTS IN THE GNP GROWTH
RATE; ETC.) AND ON THE MAIN AREAS OF THE INTER-AGENCY TASK
FORCE REVIEW WITHOUT GLOSSING OVER THE PROBLEMS THAT REMAIN
AND THE WORK THAT REMAINS TO BE DONE AFTER THE COMPLETION OF
THE POLICY AND WORKING LEVEL ASPECTS OF THE TASK FORCE. ONE
OF THE MOST ENCOURAGING IS THE PROSPECT FR A MORE POSITIVE
LIST OF "DO'S AND DON'TS" FOR U.S. BUSINESS WHICH SHOULD AT
LEAST ALLAY SOME OF THE TIMIDITY ("THE - THERE ARE CROCODILES
AT THE WATER'S EDGE" TYPES) OF U.S. BUSINESSMEN IN ASSESSING
THE OPORTINITIES FOR EXPANDED U.S. BUSINESS OPPORTUNIES
ABROAD INCLUDING U.S. EXPORTS.

5. A LUNCHEON HOSTED BY THE ECON COUNSELOR;
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 04 CANBER 04785 01 OF 02 190853Z

LIMITED OFFICIAL USE

NNN

LIMITED OFFICIAL USE

PAGE 01 CANBER 04785 02 OF 02 190900Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 ICA-11 /032 W
-----123889 190905Z /12

R 190623Z JUN 78
FM AMEMBASSY CANBERRA
TO SECSTATE WASHDC 3583
INFO USDOC WASHDC
AMCONSUL AUCKLAND
AMCONSUL SYDNEY
AMEMBASSY WELLINGTON

LIMITED OFFICIAL USE SECTION 2 OF 2 CANBERRA 4785

A NATIONAL PRESS CONFERENCE AT THE ICA OFFICES AND A DINNER
HOSTED BY THECHARGE.
ALSO AFFORDED THE DAS AN OPPORTUNITY WHILE IN CANBERA TO MEET
WITH SENIOR GOA OFFICERS OF FOREIGN INVESTMENT DIVISION OF
THE DEPARTMENT OF THE TREASURY; THE DEPATMENT OF TRADE AND
RESOURCES; THE ECONOMIC DIVISION OF THE DEPARTMENT OF FOREIGN
AFFAIRS; THE OVERSEAS RELATIONS DIVISION OF THE TREASURY;

THE DEPARTMENT OF PRIMARY INDUSTRY ; THE AUSTRALIAN MINING INDUSTRY COUNCIL; KEY AUSTRALIAN BANKS (THE BANK OF NEW SOUTH WALES AND THE AUSTRALIA-NEW ZEALAND BANK BOTH OF WHICH HAVE SUBSTANTIAL OPERATIONS IN THE UNITED STATES) AND THE ASSOCIATED CHAMBERS OF MANUFACTURERS AND THE ASSOCIATED CHAMBERS OF COMMERCE.

6. IN ALL OF THESE CONTACTS, THE DAS WAS ABLE TO PUT ACCROSS THE STRONG COMMITMENT OF THE USG TO AND ITS REGOGNITION OF THE NECESSITY OF THE MAINTENANCE OF AN OPEN MARKET-ORIENTED ECONOMIC SYSTEM AS AN ESSENTIAL PART OF THE USDOC INPUTS TO THE PRESIDENT'S INITIATIVES IN INTERNATIONAL FORA AS WELL AS IN SUCH DOMESTIC INITIATIVES AT THE INTER-AGENCY TASK FORCE TO DEVELOP A NATIONAL EXPORT POLICY. IN THIS CONTEXT, THE DAS FOCUSED HEAVILY ON AND GAVE STRONG EMPHASIS TO THE LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 CANBER 04785 02 OF 02 190900Z

FACT THE USG IS NOT PROTECTIONIST AND IS NOT SUPPORTING PROGRAMS THAT ARE. HE NOTED THAT THE FOCUS OF HIS AGENCY IS TO HELP U.S. BUSINESSMEN TO EXPAND EXPORTS AND OVERSEAS BUSINESS OPPORTUNITIES AS THE MAIN WAY TO RE-DRESS OUT TRADE DEFICIT AND HE MADE THIS POINT OFTEN AND HARD. INDEED, ALTHOUGH THE PRESIDENT'S DECISION TO INCREASE BEEF IMPORTS BY 200 MILLION POUNDS WAS THE MAIN FOCUS OF PRESS ON MATTERS OF ECONOMIC IMPORTANCE DURING THE PERIOD OF THE VISIT (SEE CANBERRA 4728), THE DAS NEVERTHELESS WAS ABLE (IN A NOBLE EFFORT) TO DEFLECT NATIONAL PRESS QUESTIONS DURING HIS CONFERENCE AND TO FOCUS ATTENTION ON THE USG COMMITMENT TO THE SUCCESSFUL CONCLUSION OF THE MTN AND ON OUR OWN EXPORT EXPANSION PROGRAMS.

END UNCLASSIFIED

BEGIN LIMITED OFFICIAL USE

7. THE VISIT OF DAS MORAN PROVIDED A GREAT BOOST TO THE EMBASSY'S OVERALL OBJECTIVES OF GETTING ACROSS LOUD AND CLEAR (NATIONAL PRESS CONFERENCE) TO THE GOA THAT THE USG IS SERIOUS ABOUT ITS UNDERTAKINGS AT HOME AND ABROAD TO FREER TRADE AND OPEN-MARKET SYSTEMS. THE INTER-AGENCY TASK FORCE TO DEVELOP A NATIONAL EXPORT EXPANSION POLICY; THE NEW IMC AND ITS REGIONAL FOCUS; THE STRONG COMMITMENT OF THE USG TO THE SUCCESSFUL CONCLUSION OF THE MTN AND, OF CORSE, PERFORECE, THE PRESIDENT'S DECISION TO INCREASE AMERICAN BEEF IMPORTS ANNOUNCED JUST PRIOR TO HIS VISIT, WERE AMONG THE POINTS MADE ALSO BY THE DAS TO GOA OFFICIALS. THE EMBASSY ALAS, IS NOT ABLE TO COMMENT AT THIS JUNCTURE WITH ANY CONVICTION THAT THE BLC COMMITTEE OF THE AMCHAM HAS GONE BEYOND ITS "STONG ORAL SUPPORT" FOR THE IMC IN TERMS OF THE ENTIRE QUESTION OF FEE STRUCTURES; BUDGETARY QUESTIONS OF A NAGGING NATURE, I.E., THE COST OF THE CONSTRUCTION OF THE NEW IMC; THE

LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 03 CANBER 04785 02 OF 02 190900Z

RENTAL FOR OFF-SITES AND HOW ITS "STRONG SUPPORT" CAN BE
TRANSLATED INTO CONCRETE PROPOSALS FOR SUPPORT OF THE IMC
PGOGRAMS FOR WHICH IT LOBBIED SO HARD IN WASHINGTON. THESE
QUESTIONS WILL FEATURE IN FUTURE EMBASSY-BLC MEETINGS TO
FOLLOW UP ON THE REPORT OF THE MAY MEETING (CANBERRA 4109).
SQUIRE

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: VISITS
Control Number: n/a
Copy: SINGLE
Draft Date: 19 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978CANBER04785
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780254-1068
Format: TEL
From: CANBERRA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780645/aaaabnfb.tel
Line Count: 236
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: eb044186-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 5
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 78 CANBERRA 2625, 78 CANBERRA 3768
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 28 apr 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2303450
Secure: OPEN
Status: NATIVE
Subject: VISIT OF DEPUTY ASSISTANT SECRETARY (DAS) OF COMMERCE W. DEAN MORAN
TAGS: ETRD, BEXP, OVIP, AS, (MORAN, W DEAN)
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/eb044186-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014